

RE: Docket No. 02-277 - I support media diversity
Please do not deregulate the media any further! Please do not let motivations for such an important and irreversible decision be based upon flagrant capitalism. Deregulation of the media will only serve corporate conglomerates in further consolidating ownership; it will not serve the public.

Consolidation of viewpoints has already been demonstrated by the deregulation of radio since 1996. There may be more "choices", but in actuality, to any discerning listener, there are fewer distinct and original choices; radio stations have become formulaic clones bent solely on profit and "pleasing" (narcotizing) the public with bland unoriginal music and news. In fact the choices that still offer original or local content can only be found on non-profit, public radio stations.

Let me give a personal example that still disheartens whenever I give pause to think about it. In high school my favorite radio station was KNDD - it played a healthy mix of rock and a plethora of local and undiscovered artists. I graduated from high school in 1996. Fast forward four years; I came back from college only to find my favorite radio station had been purchased by Entercom and the quality of music was gone (save for a 2 hour show of local music on Saturday nights, with a DJ from a *public* radio station). It had become bland, unoriginal corporate rock that could be found on any number of stations in the Seattle area.

Here is a direct quotation from the front page of Entercom's website (<http://www.entercom.com>) (in fact this is the only text on their front page save for their stock exchange letters and the NYSE logo):

"Entercom is one of the country's fastest growing media companies.

Founded in 1968 with three stations, Entercom is one of the largest radio broadcasting companies in the United States. Our stations broadcast in many major US markets, from Boston to Seattle - with pro forma revenues exceeding 100 million annually. Our stations run the gamut from oldies to rock, news/talk to country, smooth jazz to sports."

Obviously the number one priority of Entercom (and undoubtedly companies like it) is to grow and make money; the goal of diverse media and news coverage serving the people has been wallpapered over (with green hundred dollar bills) and forgotten. I no longer listen to the radio, save for 3 public, non-profit radio stations. I can't imagine this happening (any further) to television and print media, but it will if you, the FCC, deregulates them and especially if crossover ownership is allowed.

Beyond artistic conservation is a more serious concern of losing democracy. When fewer companies control more of the media it necessarily means fewer disparate viewpoints and thereby an enervation of the public's ability to fairly hold discourse and exercise decisions in their best interest. Imagine the scenario, if you will, of a large company owning the majority of the media and holding only viewpoints that are allegiant to the government. With few to no checks or balances or criticism available to the people, the media and the government will soon start to resemble an Orwellian nightmare (see: <http://www.studentsfororwell.org/>).

The airwaves are public domain and the FCC is supposed to function as a safeguard in the interest's of the people; deregulating the media will be

much more than a disservice to the public it will be a major betrayal. Knowing the influence of the media over politics and public perception leads to the logical conclusion of the media's ability to influence the events that shape our lives and the lives of those around the globe. This is therefore not just an issue of ours ears being assaulted by bland pop music, but rather this is a moral issue of great import and I hope it is treated as such.

I attended the FCC hearing held here in Seattle and it was abundantly clear and most likely unanimous that the people are against any further deregulation of media. I hope more hearings will be made available to the public around the country.

Chairman Powell, Commissioner Abernathy, Commissioner Adelstein, Commissioner Copps and Commissioner Martin - please listen to the people.

Respectfully,

Dustin Moon